2070648335

Source: https://www.industrydocuments.ucsf.edu/docs/fqwy0004

The Virginia Slims Opinion Poll YEAR 2000

VOICES OF WOMEN

Contact: Rosie Crews, Tip Nunn's Events
PH: 303/237-0616

Elise Merhige, Philip Morris USA
PH: 917/663-2898

VIRGINIA SLIMS OPINION POLL 2000 FINDS WOMEN'S WORK EVOLVING INTO DELICATE BALANCING ACT

NEW YORK, N.Y. – Tension between work and home is worse than ever according to the Virginia Slims Opinion Poll 2000. While work may be a cause of conflict at home, more full-time working mothers today also see their job as a source of great personal satisfaction. It's a delicate balancing act for women seeking to 'have it all'.

Some of the findings include:

- The proportion of women working to support their families has more than doubled over the past 20 years, from 19% in 1980 to 46% today. Since 1970, the proportion of women working in full-time positions has also more than doubled from 18% in 1970 to 43% today. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 42)*
- Working women increasingly find themselves in the position of not being able to give as much as they would like to either personal or professional lives. Four in 10 working mothers (43%, up 14 points since 1990) feel that the demands of family life make it difficult for them to devote their complete attention to work. An almost equal proportion of full-time working mothers (40%, up 11 points since 1990) feel that to get ahead in their occupation they need to focus primarily on work, even if it means less attention is paid to the family. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 37)*
- Although the majority of women continue to say that the most satisfying life entails the modern trinity of marriage, career and children, their answers to one measure of satisfaction indicate that the stresses of pursuing all three simultaneously are actually linked to a lower degree of reported life satisfaction. *(Chapter 4 – Women's Changing Identities: Seeking Independence, Freedom, and Control, pg. 81)*
- More so today than in the past, many full-time working mothers are looking for understanding and support from family and employers. Since 1990, there has been a marked increase (40%, up nine points since 1990) in the number who would like more understanding. The proportion who feel their supervisor does not understand their responsibility to the family has also increased (40%, up 12 points since 1990). *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 39)*
- Despite increased levels of stress, more full-time working mothers today consider their job a source of great personal satisfaction (35%, up seven points from 1995). *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 47)*
- Hispanic women experience higher levels of stress and guilt over juggling family and work. 56% of Hispanic women report the conflicting demands of family and job put them under a lot of stress compared to 46% of non-Hispanic women. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 40)*

© Philip Morris Inc. 1999

2070648336

Source: https://www.industrydocuments.ucsf.edu/docs/fqwy0004

- Women are still contending with the glass ceiling. According to women, little progress has been made toward workplace equality. Employed women continue to feel they are more likely to share equal responsibility (64%) than equal pay (57%) with their male coworkers. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 48)*
- Most women (79%) and men (64%) agree women sacrifice more than men in the pursuit of their career. More full-time working mothers today feel required to make sacrifices at work and at home in order to strike a balance between job and family. And more working mothers today feel guilty about it. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 37)*
- Women's values increasingly mirror those of their male counterparts. Both are looking for the same things from employers: benefits, rewarding tasks, feedback and incentives. But women entering the workforce have also affected men. There have been notable increases in the proportion of men who feel better parental leave options would make them more satisfied with their job. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 52)*
- In order to succeed, women must build their own ladder to the top. Women and men agree that women are more likely to succeed in business if they either start their own company or work for other women. *(Chapter 2 – Women in the Workplace: Stress, Hard Choices, and the Glass Ceiling, pg. 50)*

# # #

Conducted by Roper Starch Worldwide Inc., the Virginia Slims Opinion Poll 2000 was the first comprehensive poll on women's issues ever conducted and now is the most definitive source of information on the history of women's opinions and their changing role in society.

The Virginia Slims Opinion Poll 2000 marks the 30th anniversary and eighth edition of the survey, based on personal, in-home interviews with a nationally representative sample of 2,177 women and 826 men. Past polls were conducted in 1995, 1990, 1985, 1980, 1974, 1972 and 1970.

2070648337

Source: https://www.industrydocuments.ucsf.edu/docs/fqwy0004